

### **ABSTRACT OF THE DISCLOSURE**

A radio frequency identification (RFID) tag and method of manufacturing the same. In a preferred embodiment, the RFID tag includes a radio frequency (RF) inlay, the RF inlay including a carrier sheet, an antenna printed on the carrier sheet and a wireless communication device bonded to the antenna. The RFID tag also includes a plastic extrudate, the RF inlay being disposed within the extrudate so that the antenna and the wireless communication device are encapsulated on all sides within the extrudate. Optional metallic reflector and mounting adhesive layers may be laminated onto the underside of the extrudate. The present invention is also directed to an automated method for manufacturing the above RFID tag, such a method involving, in one embodiment, feeding a continuous supply of RF inlays into a cross-head extruder to yield a continuously extruded block and then cutting the block between successive antennae to yield a plurality of individual RFID tags.